

In the claims:

1. – 21. (Canceled)

22. (New) A system for providing a telematics service to a mobile vehicle, the system comprising:

a communications unit in the motor vehicle for connecting to a remote location;

a response system at the remote location providing at least one promotional service as a choice to a user in the motor vehicle;

a timing unit associated with the communications unit, responsive to the response system, wherein the timing unit is configured to monitor a period of free use of the at least one promotional service by the user in the motor vehicle; and

means for charging the user a fee for use, occurring after the period of free use expires, of the at least one promotional service.

23. (New) The system as defined in claim 22, further comprising means for receiving a request for the at least one promotional service.

24. (New) The system as defined in claim 23, further comprising a user interface operatively connected to the communications unit and configured to prompt the user of the mobile vehicle for the request.

25. (New) The system as defined in claim 22, further comprising means for determining if a period of use, occurring after the period of free use expires, of a previously-received promotional service exists, wherein the timing unit is further configured to decrement the period of use of the previously-received promotional service from a user account balance.

26. (New) The system as defined in claim 22, further comprising:

means for determining if the connection between the communications unit and the remote location has been terminated; and

if the connection has been terminated, means for determining if a period of use, occurring after the period of free use expires, of the at least one promotional service exists.

27. (New) The system as defined in claim 26 wherein if a period of use of the at least one promotional service exists, the timing unit is further configured to decrement the period of use of the at least one promotional service from a user account balance.

28. (New) The system as defined in claim 22, further comprising means for determining if the at least one promotional service period of free use is greater than zero.

29. (New) The system as defined in claim 28 wherein if the at least one promotional service period of free use is not greater than zero, the system further comprises:

means for providing the at least one promotional service to the user; and

means for charging a fee to the user of the mobile vehicle for a period of use of the at least one promotional service.

30. (New) The system as defined in claim 22, further comprising means for providing the at least one promotional service to the user for free during the period of free use.